
Purpose	To outline the requirements for informing applicants, clients and potentially eligible persons of program availability, program rights and responsibilities, the nondiscrimination policy, and the procedure for filing a complaint
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**Notification of
Public**

Each Nebraska WIC local agency will:

- Publicly announce, at least annually, the availability of program benefits including the eligibility criteria for clients, clinic locations and hours of service, methods for contacting the local agency, and the conditions which must be met by homeless facilities.
 - Utilize a variety of methods such as agency web pages, other web and social media sources (Facebook, Twitter, Craigs List, etc), local TV and radio, free cable postings of community activities, newsletters of community centers, churches and schools to publicize the program.
 - Include the required nondiscrimination statement on publications, web sites, posters and informational materials provided to the public. Refer to the procedure "Use of Nondiscrimination Statements" in this section for more information.
 - Make available program regulations and guidelines to the public upon request.
 - Make contact at least yearly with local minority civic groups and agencies serving a significant minority population to make them aware of the availability of the Program for minorities.
 - In areas where there are T.V., radio programs or community newspapers targeted at minority groups, provide a public announcement of program availability at least one time per year.
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**Notification for
Applicants/Clients**

Local agencies shall:

- Display the nondiscrimination poster, "And Justice For All", at each WIC clinic site in a prominent place where it can be seen by clients and applicants.

**Notification for
Applicants/Clients
(cont.)**

- Inform the applicant/client/ legal guardian at each certification visit that WIC is an equal opportunity program.
- Provide appropriate information in alternative formats for persons with disabilities.
- Provide clients and applicants with access to civil rights information including program specifics and procedures for filing complaints.
- Ensure that appropriate staff, volunteers, contractors, or other translation resources are available to serve clients and applicants. Refer to the procedure “Provision of Program Information & Materials in Alternate Formats” in this section for more detail.

**Retention of Public
Notices**

Retain a copy of each public announcement and a list of media to which the announcement was sent for a period of 3 years.
